

**STATE WATER RESOURCES CONTROL BOARD
BOARD MEETING SESSION – OFFICE OF INFORMATION MANAGEMENT AND ANALYSIS
JUNE 19, 2018**

ITEM 6

SUBJECT

PROTECT EVERY DROP – CALIFORNIA DEPARTMENT OF TRANSPORTATION
EDUCATIONAL CAMPAIGN

DISCUSSION

The "[Protect Every Drop](#)" educational campaign was created by the California Department of Transportation (Caltrans) Stormwater Management Program team to help encourage positive behaviors by the motoring public to help improve water quality throughout the state. The goal of this three-year campaign is to reduce stormwater pollution in and around the roadway and highway systems that flows into major watersheds across the state. The campaign also addresses pollutants found in stormwater that may originate from non-highway sources such as pesticides and bacteria. This campaign includes a cohesive and integrated public relations, advertising and community outreach program across California.

The campaign is being guided by a steering committee that includes Caltrans, the State Water Boards, and the California Stormwater Quality Association. In addition, this campaign is one of the efforts acknowledged in the Strategy to Optimize Resource Management of Stormwater (STORMS) project to "Identify Opportunities for Source Control and Pollution Prevention."

POLICY ISSUE

None. Informational item only.

FISCAL IMPACT

None. Informational item only.

REGIONAL BOARD IMPACT

None. Informational item only.

STAFF RECOMMENDATION

None. Informational item only.